



CITY OF HENDERSONVILLE DOWNTOWN ECONOMIC VITALITY TEAM MEETING



**Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792**

Tuesday, July 05, 2022 – 4:00 PM

MINUTES

- 1. CALL TO ORDER** - In attendance: Caroline Gunther, John Ryan, Jerry Fitzgerald, Carole Sitzter
- 2. APPROVAL OF MINUTES**
 1. June Economic Vitality Team Minutes- Caroline Gunther made a motion to approve, John Ryan seconded. Caroline Gunther, John Ryan, Jerry Fitzgerald, Carole Sitzter voted in favor of approval of the minutes.
- 3. NEW BUSINESS**
 1. Downtown Business / Employee Survey - The team reviewed items that need to be added to the downtown employee survey:
 - One survey but splits off depending on if it is an employee or employer
 - Parking updates – if you complete the survey you'll get on the list for the special employee pass
 - What type of training would you like to see for employees?
 - Examples – customer service / visitor information
 - CPR
 - Servsafe
 - Financial planning / retirement / budgeting / debt management
 - Training or other support for businesses:
 - Marketing/Website/Social Media
 - Business growth/intermediate/advanced classes
 - Financial / administrative / Operating - employer
 - Open Ended - leave chance for specific responses
 - Where do you park? / How much do you pay for parking?
 - Hours of operation (help determine parking hours and needs for employee parking)
 - Where do you live, do you own or rent your home? How far do you drive
 - Employees – why do you choose to work downtown?
 - Farmers Market matching dollars (not survey but offering – think about budget for that) - businesses buy in / pay to play
 - Review past questions, ask to downtown employees
 - Parking – safety / where do you feel safe walking and at night time
 2. Sidewalk Dining - Request for Updates – We have business owners who have requested updates. This was not discussed at the subcommittee and will be discussed at the board meeting.
- 4. ADJOURNMENT**